

TELEFONICA S A
Form 6-K
April 13, 2011

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FORM 6-K
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549
Report of Foreign Private Issuer
Pursuant to Rule 13a-16 or 15d-16
of the Securities Exchange Act of 1934
For the month of April, 2011
Commission File Number: 001-09531
Telefónica, S.A.
(Translation of registrant's name into English)
Distrito C, Ronda de la Comunicación s/n,
28050 Madrid, Spain
3491-482 85 48
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F:

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Yes No

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Yes No

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934:

Yes No

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): N/A

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TERRA FERNANDO MADEIRA CEO

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MILLION INTERNET USERS IN LATAM

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DIGITAL LATINO % ACCESS INTERNET DAILY % MORE THAN ONCE A DAY

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**ONLINE ACTIVITY BRAZIL % BRAZILIANS SURF ACCESS_____DOING SOCIAL ACTIVITY
SOCIAL NETWORKS % WATCH_____WATCHING AND LISTENING VIDEO
ONLINE_____VIDEO/MUSIC HOURS MONTHLY % ACCESS TERRA_____READING NEWS**

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DIGITAL LATINO TRENDS 67% EXPRESS OPINION 59% TAKE CARE ABOUT
SOMEONE ELSE'S OPINION 86% ARE ACTIVE SOCIAL NETWORKS USERS FOLLOW LIVE ANY
SINGLE EVENT MULTISCREEN, ANYTIME, ANYWHERE LIVE VIDEO IS A KILLER CONTENT
ON INTERNET CLASS A/B: 96% WATCH VIDEOS ONLINE, 87% OFFLINE 15-30 YRS: 31%
WATCH TV SERIES ONLINE, 27% OFFLINE 2ND REASON TO HAVE A HOME COMPUTER
(INTERNET IS 1ST) DIGITAL IS THE FIRST INCOME REVENUE FOR MUSIC INDUSTRY IN
BRAZIL

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TERRA IS THE LEADING DIGITAL MEDIA COMPANY IN LATIN AMERICA

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MILLION PEOPLE ACCESS TERRA MONTHLY

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TERRA IS THE 31ST MOST VISITED SITE IN THE WORLD

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STRATEGIC FRAMEWORK CONTENT PEOPLE SOCIAL SCREENS

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**SCREENS HOME APPLIANCES TABLETS DOOH CONNECTED TV AND BLURAY
DASHBOARDS COMPUTERS MOBILE PHONES**

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MILLION EYEBALLS IN LATAM MILLION LISTENERS IN LATAM

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FREE AND PAID PREMIUM CONTENT

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MILLIONS OF SONGS GLOBAL AND LOCAL CATALOG ALL MAJORS AND INDEPENDENT
AVAILABLE SMARTPHONES AND WEB

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GUADALAJARA 2011 | LONDRES 2012 OFFICIAL BROADCASTER 100 MILLION PEOPLE 13
LIVE HD CHANNELS LIVE ON SMARTPHONES AND TABLETS

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ADDING VALUE TO TELEFÓNICA TERRA TV_____SONORA Gives to Telefónica access to state of art Unique offering to Telefónica s OTT multiplatform broadband customers Technology and content expertise Expansion to Telefónica s smartphone leverage Telefónica know how clients increase loyalty and conversion Unique video content offering 500,000 Telefónica s clients on the program **CONTENT INNOVATION** Terra offers huge catalog of premium Online Advertising Leadership content for mobile Anticipating internet trends 2 million Movistar clients impacted daily Internet brand awareness by Terra content 7 million pieces of content per day are delivered for Telefónica clients

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STRATEGY TO GROW ALL PRODUCTS AND CONTENTS MUST BE AVAILABLE IN ANY
SCREEN, DEVICE AND O.S. LIVE EVENTS PUSH CONTENT FOR MOBILES EVERYTHING ON
THE CLOUD FREE CONTENT ADVERTISING PREMIUM CONTENT SUBSCRIPTION

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Telefónica, S.A.

Date: April 13th, 2011

By: /s/ Ramiro Sánchez de Lerín García-Ovies

Name: Ramiro Sánchez de Lerín
García-Ovies

Title: General Secretary and Secretary to
the
Board of Directors